



WXYZ

ORDER

Flight Dates **10/24/12-10/30/12**

Contract / Revision **304366 /**

Original Date / Revision
09/13/12 09/13/12

Advertiser **Citizens Protecting Michigar**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Citizens Protecting Michigan's Con

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	52	\$54,017.50	\$63,550.00	0.00	10/01/12	10/28/12	52	\$54,017.50	\$63,550.00
November 2012	29	\$31,790.00	\$37,400.00	0.00	10/29/12	10/30/12	29	\$31,790.00	\$37,400.00
Totals	81	\$85,807.50	\$100,950.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	10/24/12	10/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00 NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week: 10/22/12		10/22/12	10/28/12	-- 11111		5			\$2,000.00			0.00		
Week: 10/29/12		10/29/12	11/04/12	11-----		2			\$2,000.00			0.00		
2	WXYZ	10/24/12	10/30/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week: 10/22/12		10/22/12	10/28/12	-- 111--		3			\$400.00			0.00		
Week: 10/29/12		10/29/12	11/04/12	11-----		2			\$400.00			0.00		



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Print Date: 09/14/12

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Contract / Revision **304366** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WXYZ	10/24/12	10/30/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$900.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$900.00		0.00			
E 4	WXYZ	10/24/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--222--					6	\$900.00		0.00			
Week:		10/29/12	11/04/12	22-----					4	\$900.00		0.00			
E 5	WXYZ	10/24/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$500.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$500.00		0.00			
6	WXYZ	10/24/12	10/30/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$750.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$750.00		0.00			
7	WXYZ	10/24/12	10/30/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$500.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$500.00		0.00			
8	WXYZ	10/24/12	10/30/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$900.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$900.00		0.00			
9	WXYZ	10/24/12	10/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$1,000.00		0.00			
E 10	WXYZ	10/24/12	10/30/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$1,200.00		0.00			
E 11	WXYZ	10/24/12	10/30/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$1,200.00		0.00			
E 12	WXYZ	10/24/12	10/30/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11111--	:30	5	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$1,800.00		0.00			
Week:		10/29/12	11/04/12	11-----					2	\$1,800.00		0.00			
E 13	WXYZ	10/24/12	10/30/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00



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Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WXYZ	10/24/12	10/30/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M1111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--111--		3			\$750.00			0.00			
	Week:	10/29/12	11/04/12	11-----		2			\$750.00			0.00			
14	WXYZ	10/29/12	10/29/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$10,000.00			0.00			
E 15	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$350.00			0.00			
16	WXYZ	10/27/12	10/27/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$10,000.00			0.00			
E 17	WXYZ	10/27/12	10/27/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$1,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WXYZ	10/22/12-10/28/12	Access Saturday		7-8pm Sat	-----Sa--	:30		(\$1,000.00)		0.00	NM		
	See MG 17.2														
	[inv code is EARLY NEWS SA 7pm]														
	2	WXYZ	10/27/12-10/27/12	Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30		\$1,000.00		0.00	NM		
	Ⓜ MG for 17.1 10/27														
18	WXYZ	10/27/12	10/27/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$3,000.00			0.00			
19	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$350.00			0.00			
20	WXYZ	10/28/12	10/28/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$500.00			0.00			
21	WXYZ	10/28/12	10/28/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$2,500.00			0.00			
E 22	WXYZ	10/28/12	10/28/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$750.00			0.00			
Totals														81	\$100,950.00